

STRATEGIC SALES COMPENSATION DESIGN

Unlock growth with a smarter
sales compensation strategy



Sales Compensation Design

We design compensation systems that drive revenue and margin in your business

- We believe compensation can drive the right behaviors, with the right roles to deliver the right results.
- Our work integrates key performance drivers such as account coverage, quota, crediting and overall plan governance
- We tailor plans to your organization considering industry specific pay practices

STRUCTURE	PLAN DESIGN	OPERATIONS	ADMINISTRATION
Revenue Model	Performance Metrics	Quota Structure	Communication
Role Design	Mechanics	Quota Retirement	Plan Documents
On - Target Earnings	Accelerators	Crediting	Governance
Pay Mix	Modifiers/ Multipliers	New Hire/ Ramp	Sales Mang. Process



What to Expect



Our sales compensation design experts lead you through a process to uncover plan design challenges, design the right plan and help you roll it out.



We engage your leadership and key stakeholders to ensure alignment to your business objectives



Our data analysis and financial modeling highlights issues and helps drive decisions



We facilitate workshops to build alignment on the design and manage the change



The process can last just a few weeks up to 12 weeks depending on the situation

Outcomes

Our programs are designed to address the most difficult sales challenges, including:

- Reduce Rep Turnover
- Drive New Logo Revenue
- Grown Non-Core Solutions
- Improve Margin
- Encourage Cross-Sell
- Improve Customer Retention



Thought Leading Experts



Adapting to a New Normal
During COVID-19 Changes



The Diagnosis to Avoid When
Evaluating Sales Performance



Unlocking Your Sales Strategy
with a Sales Comp Plan

Why Work with Brevet

EXPERTISE.

We focus on sales compensation and have seen thousands of designs and numerous sales challenges

TARGETED.

We focus on what's required to drive sales effectiveness in your model – not 'boil the ocean' and not 'one-size fits all'

FAST.

Our rapid development process helps teams work through plan design concepts in a fast and practical way

COLLABORATIVE.

We partner with your team to build buy-in and support for the right design

DATA DRIVEN.

Our financial models drive decisions throughout the process

Navigating Change Management

Sales compensation is a very sensitive topic. It's filled with emotion and bias.

Every step of our process is designed so you successfully navigate this change with your team

Insight. We engage executive leaders to ensure our design is grounded in the strategic objectives

Design. We work collaboratively with sales, finance, HR and other stakeholders on the design

Model. We work to ensure everyone understands the 'what-ifs'

Launch. Our communication package supplements the stakeholder alignment we've gained throughout the process

The success of your design goes well beyond financial models



Mastering the Design Process

Our design process ensures that your new sales compensation design aligns with your growth objectives. We work collaboratively to bring together your leaders throughout the journey to build organizational buy-in. Finally, our data-driven approach puts an emphasis on financial modeling to ensure we assess the impact of new plan design on our key sales talent.

INSIGHTS

- Uncover the challenges with the current plan design
- Benchmark plan design and compensation levels
- Analyze historical plan performance and payouts
- Deliver insight driven design changes

week
1-3

DESIGN

- Develop new design alternatives
- Assess impact of various design options
- Facilitate workshops to build consensus on proposed option

week
3-4

MODEL

- Develop financial model to understand plan impact
- Model performance scenarios to compare payouts
- Align stakeholders, gain approvals and finalize plan design

week
4-6

LAUNCH

- Build plan documentation and communication package
- Launch program
- Execute quarterly post-launch reviews

week
4-8

Recent Success Stories



Avante is the single source provider for surgical, diagnostic imaging and radiation oncology equipment. Over the past 18 months, the organization consolidated form 5 disparate operations into one operation.

Brevet teamed with Avante to drive data to build a new, balanced territory structure to enable growth and align the sales team. Compensation plans were designed to promote portfolio selling and reward for collaboration. The work provided a consistent framework with supporting plan documentation and policies.

Avante



Flexco is a leader for conveyor belt solutions and parts. Working with their distributors, Flexco ensures world class production and efficiency from their belts

We worked with sales & HR to assess the current plans & develop the new plan that protects market share while rewarding for strategic growth. This was the first change in over 10 years and focused on individual budgets based on territory opportunity. Our work included territory planning, sales compensation design and implementation.

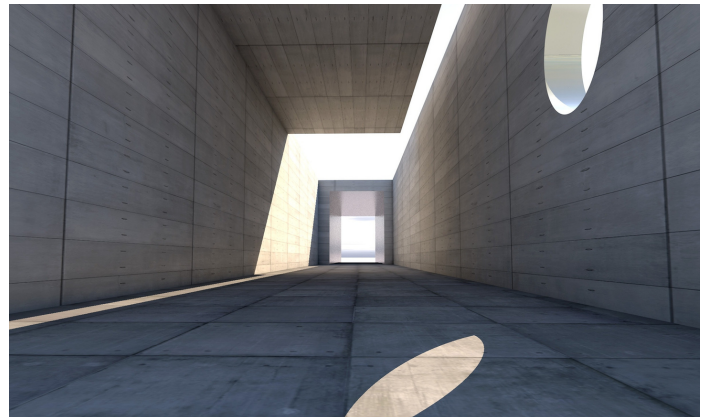
Flexco



We partnered with Hootsuite's sales operations and enablement team to build a custom SaaS sales process and methodology for their enterprise reps. Our primary focus was on improving the discovery stage with aim of delivering a differentiated customer experience. The approach merged strategic consulting and product sales strategies to deliver maximum value to the customer.

The results were significant. The company quickly gained market share with large organizations thanks to higher enterprise win rates, deal size, and solution attach rates.

Hootsuite



Old Castle is North America's largest manufacturer of building materials. Old Castle Infrastructure has over 30 plant sites and is transforming into a unified sales structure and processes for the field team.

For a pilot group, we worked with the Commercial Directors on the design, modeling and implementation of a new sales incentive plan. Our work provided a consistent framework that aligned to the role, market factors and overall strategy. The emphasis on individual performance increase revenue and margin dollars while promoting cross-selling

Oldcastle

Recent Success Stories



Pelican has grown from the niche scuba dive market into an industry leader in industrial cases and protective equipment.

Selling through numerous direct segments and channel partners creates complexity in defining sales roles, objectives, and compensation levels.

The company's premium status in the market is reflected in their go-to-market operations. Our work supported the growth of Pelican's brand awareness and sales results.

Pelican



Sportradar is the world's leading provider of sports data. Through relationships with the largest leagues, Sportradar powers the largest sports media & sports-betting businesses worldwide.

We worked with sales & HR to assess the current plans & develop the new plan designs that targets growth in key markets and scales their operations. The result of our work supported their growth & reorganization of their selling teams through balanced selling across their solution portfolio.

Sportradar



WM is the leading provider of environmental solutions in the country. Their field sales team works with many municipalities & businesses to support business operations while maintaining a focus on the environment.

We equipped HR with the strategy & data insights to partner with sales to update incentive plans. The recommended changes enhanced plan designs & improved field communication effectiveness. Overall results improved the alignment between field behaviors & the key business value drivers.

Waste Management



The world leader in global payment solutions has grown through many acquisitions over the last 5 years. These transactions have forced sales to rationalize sales roles and compensation design practices as they seek to build synergies.

Our work has resulted in improved role clarity and competency requirements, continued consolidation in the number of plan designs, improved cost of sales, and gains in administration and plan governance efficiency.

Worldpay



Who We Are

- We are a sales enablement strategy firm founded in 2012 as a spin-off of Mercer's Sales Performance Practice
- Brevet provides customized sales performance solutions, leveraging our unique capabilities in management consulting, training and technology
- We are a boutique firm with two primary hubs in Atlanta and Seattle and team members located across the country
- We work with sales teams from early stage to large enterprise clients across verticals, with specialized focus areas in Software, Healthcare, Industrials



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